



**Partnership to Enhance Parks, Programs & Services Program**  
*City of Long Beach Department of Parks, Recreation & Marine*



**Letter of Intent to Partner**

PEPPS Revised 2 5/17/17

(Intended to be an On Line Form)

Organization Name
Responsible Party Name and Title
Organization Address
Contact Phone Number
Email Address
Website
<b>Type of Organization</b>
<input type="checkbox"/> Non-profit <input type="checkbox"/> For-profit <input type="checkbox"/> Other – please explain below
ID#                                      ID#
<b>Desired Partnership (check one)</b>
<input type="checkbox"/> Donation <input type="checkbox"/> Sponsorship <input type="checkbox"/> Park/Beach Stewardship
<input type="checkbox"/> Program Provider <input type="checkbox"/> Service Provider <input type="checkbox"/> Revenue Sharing
<input type="checkbox"/> Non-profit Fundraising <input type="checkbox"/> Volunteer Support <input type="checkbox"/> Concessionaire
<input type="checkbox"/> Park/Facility/Amenity Naming <input type="checkbox"/> Other – Explain Below
<b>Do you intend to conduct fundraising activities in a City park or facility?</b>
<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please explain below.

<b>Briefly Describe Proposed Partnership</b>
<b>Will partnership be financially self -sustained?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, identify funding sources:
If No, check all resources below that you will be requesting from the City of Long Beach
<input type="checkbox"/> Use of Facility <input type="checkbox"/> Financial Support <input type="checkbox"/> Fee Waiver
<b>Briefly explain your request for resource support including the amount you are requesting and the rationale for City support.</b>
<b>What is the monetary value of the proposed partnership?</b>
<b>Are you seeking recognition for the proposed partnership?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, please explain
<b>Has your organization entered into a similar agreement in the past?</b>
<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, briefly describe your history providing the program or services you are proposing, including location, associated dates, duration, and references.
<b>If you are proposing to be a concessionaire in one of our parks, what will the focus of your concession be:</b>

<input type="checkbox"/> Food	<input type="checkbox"/> Beverage	<input type="checkbox"/> Recreational Equipment
<input type="checkbox"/> Entertainment	<input type="checkbox"/> Other	
If Other, Briefly explain		
Do you have a Long Beach business license? <input type="checkbox"/> Yes <input type="checkbox"/> No		
List any companies that will be part of providing the service or program		
Do you have any other business interests in the City of Long Beach?		
<input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please explain		
If you are proposing to offer a program or service, what is the length of time you are proposing to offer the program or service?		
Please explain the community benefit the partnership will bring		

### GUIDING PRINCIPLES

Under the PEPPS program, partnerships will be solicited or approved based on the following Guiding Principles:

- 1) Partnerships must bring in significant new revenues, resources, ideas, technologies, programs or services that meet current community needs and demands.

- 2) Partnerships must clearly demonstrate positive social, financial environmental and/or cultural impact.
- 3) Partnerships shall protect and enhance City of Long Beach brand/image, meaning the partners share a comparable brand/image for quality and excellence, sharing the mission and vision of the City of Long Beach to serve our residents, businesses and visitors with excellent programs and services.
- 4) Partners in programs or services must possess a proven track record of success to ensure the sustainability of the partnership, including and appropriate infrastructure to effectively deliver the program or service.
- 5) Partners for programs and services must be able to demonstrate the financial capacity to offer the program or service(s) as well as the possession of necessary liability insurance.
- 6) Partnerships should generally be self-sustaining, not placing any undue financial burden on existing City resources, and must not have a negative impact on other park or facility programs or services.
- 7) Partnership opportunities should be inclusive and free of participation barriers to the community.
- 8) Partnership must not conflict with any existing City of Long Beach policies, practices, initiatives or procedures and partners would be expected to follow all City, State and Federal laws.
- 9) Acknowledging that this Partnership meets the Guiding Principles of the **PEPPS Policy**, and recognize that some proposed Partnerships may be required to refine or revise certain aspects of the proposal before approval.

### **PEPPS AGREEMENT CHECK BOX**

By clicking the box below, I for myself and/or the organizations and companies listed on this Letter of Intent to Partner (LOI), confirm and agree that I have read the City of Long Beach, Department of Parks, Recreation and Marine *Partnerships to Enhance Parks, Programs, and Services (PEPPS) Guiding Principles*, that the proposed sponsorship meets the listed criteria and all associated parties will abide by the tenets contained therein and the following guidelines, particularly including:

Acknowledging that I represent and can bind the organization proposing this partnership;

Acknowledging that not all partnerships will be deemed to meet all criteria, and therefore may not ultimately be approved for execution;

Certifying that any companies or contractors that are proposed to be used in the execution of this Partnership will abide by all laws of the State of California, County of Los Angeles and City of Long Beach, in particular gathering all necessary permits and approvals related to Building and Planning and the City's Prevailing Wage Ordinance, and will provide insurance indemnification as required by the City of Long Beach Risk Manager (or, if insurance cannot be provided, that I or my organization will sign a Memorandum of Understanding with Partners of Parks to provide said insurance indemnification) and/or sign City-prepared Liability Waiver Forms;

Acknowledging that after the vetting and approval of the proposed Partnership, I understand that I will be asked to will sign a **PEPPS Partnership Approval Permit** that could contain additional parameters or requirements under which the Partnership must be executed

If your letter of intent is complete, please click the email button below. A staff representative will contact you within two weeks regarding your request.

*Form will NOT Submit with Google Browser.*

*Form will ONLY Submit with Internet Explore and Firefox.*

*For users using Google Chrome Browser, Download Form and Email filled out form to Robert.Livingstone@longbeach.gov*